



THE BEST WAY TO SELL PARTNERSHIP POLICIES

Turn Prospects Into Clients: Tools You Can Use

Video

California Partnership for Long-Term Care

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“What You Need to Know NOW About Long-Term Care”

One of the Partnership’s major missions is to make objective, high quality information on the need for long-term care accessible to California citizens. We recognize that LTC agents are the prime source of information on the costs and features to be found in LTC insurance policies. Agents have told us that our 32-minute VHS videotape is “the most complete, easy to understand introduction to long-term care issues” they have found. Many agents have several copies that they loan to potential clients who express an interest in LTC insurance. The clients learn the basics of LTC and LTC insurance. The video allows clients to think about the issues before their first meeting with the agent.

Unfortunately, the California Partnership for Long-Term Care does not have the resources to keep up with agent demand for our consumer brochures: “**Asset Protection: A Special Benefit Created for Californians**”, “**Inflation Protection: Why Is It So Important**”, “**Preserve Your Independence and Secure Lifetime Asset Protection**.” In March 2000, the Partnership and our partner insurers reached an agreement that each insurance company would provide the brochures to its affiliated agents and brokers. However, if you have contacted your carrier and your carrier has not been able to fill your requests for brochures, please contact us and we will be happy to assist you.

Although the California Partnership for Long-Term Care no longer makes our informational brochures available to agents on a continuous basis, the Partnership does remain committed to providing 50 free copies of each of the three brochures to new agents, agents not in our database, or agents who have not previously received a complimentary set of 50 copies of each brochure.

An Important Note: The California Partnership for Long-Term Care does NOT produce “Taking Care of Tomorrow, A Consumer’s Guide to Long-Term Care”, a publication by the California Department of Aging. The Partnership insurance companies are required to produce and make available this publication to its agent.

Finally, don’t forget to visit our website at www.dhs.ca.gov/cpltc

Video Price List

Please put a check mark in the box below corresponding to the number of videos you wish to purchase. For orders greater than 50 videos, enter in the box below the table, the total number of videos you wish to purchase. Then using the price list, calculate the amount you owe. For Example, to order 75 videos, check boxes 50, 20 and 5 in the table and sum-up the amounts. To order 200 videos, enter 200 in the Total Number of Videos Ordered box below then take the amount under 50 videos in the table and multiply by 4.

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Brochures

You may request a set of 50 complimentary copies of each of our brochures, *if you have not previously requested them*. Please place a check mark in the box corresponding to the brochure(s) for which you would like to receive 50 complimentary copies.

- ☐ **Preserve Your Independence and Secure Lifetime Asset Protection**
- ☐ **Asset Protection: A Special Benefit Created for Californians**
- ☐ **Inflation Protection: Why Is It So Important?**

Mail Your Order To:

California Partnership for LTC
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